

TABLE OF CONTENTS

<i>Foreword</i>	vii
-----------------	-----

<i>Acknowledgement</i>	viii
------------------------	------

Introduction and Overview	ix
<i>Susan M. Stocklmayer, Michael M. Gore & Chris Bryant</i>	

SECTION 1: TOWARDS A THEORETICAL BASIS FOR SCIENCE COMMUNICATION

1. The Background to Effective Science Communication by the Public	3
<i>Susan M. Stocklmayer</i>	
2. Science Communication with the Public: A Cross Cultural Event	23
<i>Glenn Aikenhead</i>	
3. More than Story Telling—Reflecting on Popular Science	47
<i>Jon Turney</i>	
4. Topical Perspective and the Rhetorical Grounds of Practical Reason in Arguments About Science	63
<i>Lawrence J Prelli</i>	
5. Postmodern Science: The Decline or Liberation of Science	83
<i>Richard Eckersley</i>	

SECTION 2: THE EXPERIMENTAL APPROACH TO SCIENCE COMMUNICATION

6. Conversations in a Landscape of Science and Magic: Thinking about Science Communication	97
<i>David Sless & Ruth Shrensky</i>	
7. Communicating Science Through Interactive Science Research Centres: A Research Perspective	107
<i>Léonie J. Rennie</i>	
8. Towards a Unified Model of Education and Entertainment in Technology Centres	123
<i>John K. Gilbert</i>	

9. Reaching the Public - Communicating the Vision 143
Susan M. Stocklmayer

SECTION 3: SCIENCE COMMUNICATION AND THE MEDIA

10. Science Journalism: the Inside Story 151
Peter Spinks
11. Presenting a Radio Science Program: Engaging the Public Interest 169
Deborah Cohen
12. Science Communication via Television and the World Wide Web 177
Ian Allen

SECTION 4: SCIENCE COMMUNICATION IN PRACTICE: CASE HISTORIES

13. New Visions for Associations for the Advancement of Science: A Case Study 191
Peter Briggs
14. The Edinburgh International Science Festival 203
Simon Gage
15. The Questacon Story 219
Michael M. Gore
16. The Anatomy of a Science Circus and the Development of a Graduate Program in Science Communication 237
Chris Bryant
17. Learning by Building (Destroying and Tinkering, Too): A Powerful Science Communication Tool 257
Vivian Altmann, Modesto Tamez and Dennis Bartels

EPILOGUE: REFLECTIONS OF AN EMINENT SCIENTIST

18. Learning Science Communication on the Job 271
Peter Doherty
- Notes on Contributors 279

Science Communication in Theory and Practice

Stocklmayer, S.M.; Goré, R.; Bryant, C.R. (Eds.)

2001, XV, 285 p., Softcover

ISBN: 978-1-4020-0131-4